Cambridge
June Mailing - "Wall Street"

1. Previous responder version

Dear Ms. Sample:

These days everyone wants to save money. To help you do that, and to thank you for your previous interest in Cambridge, we're sending you two coupons each good for $1.00 off a carton or three packs of Cambridge. We've also included four coupons each worth $0.25 off a pack.

Use them together and you'll find that these are savings that add up. And that's exactly what you should expect from Cambridge, the cigarette that delivers rich flavor at a rewarding price.

So please take your coupons, use them, and above all, enjoy Cambridge with our compliments. And remember, while you're enjoying yourself, you're also saving money. Now what could be better than that?

Yours sincerely,

Susan Norris

P.S. Don't forget. The coupons expire September 30, 1994.

---

2. Other competitive smoker version

Replace the underlined phrase above with the following:

...introduce you to the pleasure of ...

Otherwise, the letter will remain the same.

2049033439

Source: https://www.industrydocuments.ucsf.edu/docs/ktfn0004